



Dear Potential U.S. Exhibitor:

Exhibiting at a leading edge industry trade show abroad can result in tremendous export opportunities for U.S. companies. However, researching the options on which countries to target and deciding which shows offer the best marketing venue can be difficult.

Trade Show Opportunities - Made Easy

The U.S. Department of Commerce (DOC) encourages you to exhibit at **PECOM 2012**, an event that is certified under the U.S. DOC Trade Fair Certification Program. The exhibition will be held from *June 12-14, 2012* at the *Parque Tabasco, Villahermosa, Mexico*. **PECOM 2012** is the largest forum in Mexico to showcase all energy and energy infrastructure products.

In certifying **PECOM 2012**, the Commerce Department recognizes the capability and exhibition experience of the organizer of the U.S. Pavilion, International Exhibitions Inc., and the potential of the Mexican market for U.S. exports. Commercial staff from the U.S. Embassy in Mexico will be available at the show to help U.S. exhibitors with export promotion and business development contact generation.

Market Information

PECOM 2012 brings together key business and government decision makers and buyers from North America and presents an opportunity to enter into or expand your business into Mexico and South America. Mexico's government owned petroleum company PEMEX is dedicated to expanding the scope of its operations by developing infrastructure and thus increasing production. As a result, there are several strategic projects on the horizon that represent major investments and consequently, opportunities for the participation of U.S. oil service companies. PEMEX's authorized investment for 2009 was \$19.4 billion, and is expected to average \$19.4 billion per year from 2010-2012. In addition, the National Infrastructure Program, announced by President Felipe Calderon in 2007, allocates nearly \$76 billion of government funding for projects aimed at boosting capacity for hydrocarbon production, exploration and refining.

Learn More

US exporters interested to exhibit at this event should contact Sandy Basler of International Exhibitions, the U.S. Pavilion organizer, who can be reached at 713-285-5075. The U.S. Commercial Service in Mexico can be reached through the following website: http://www.buyusa.gov/mexico/en/doing_business.html

Sincerely,

Michael Thompson
Program Manager
Trade Fair Certification

